



## FOR IMMEDIATE RELEASE

### Child helmet use increases to 68% on average across Vietnam's major cities

Initial results of National Child Helmet Action Plan announced during Third UN Global Road Safety Week  
8 May, 2015—Hanoi, Vietnam

A midterm review of the National Child Helmet Action Plan was organized today by National Traffic Safety Committee (NTSC), National Traffic Police (C67), the Ministry of Education and Training, and AIP Foundation. The midterm review is a chance for delegates from ministries, departments and provincial levels across Vietnam to share implementation experiences and discuss the direction for the Action Plan's next phase. This event took place in response to the Third UN Global Road Safety Week, 4-10 May, themed "Children and Road Safety."

Attendees included leaders from National Traffic Safety Committee (NTSC), member departments of NTSC, Traffic Safety Committees from 63 provinces, National Traffic Police (C67), the Ministry of Education and Training, international organizations, embassies, media and Goodwill Ambassador actor Chi Trung.

In the five months since the Plan's launch, the NTSC and relevant supporters, including AIP Foundation, have implemented public awareness-raising and mass media communications on child helmet use. Numerous news articles, editorials, and TV stations have highlighted the Action Plan and the mandate for child helmet use compliance. Furthermore, the public service announcement (PSA), "Love your child. Provide a helmet." has been airing on television in provinces across Vietnam since March 7, 2015.

The NTSC and C67 traffic police have increased police enforcement on a national scale to crack down on violations of the child helmet regulation. As part of the *National Enforcement Action Plan*, an "enhanced police enforcement" week took place between April 6 and 9, in which police and public security forces patrolled schools for compliance with the child helmet law. Motorcyclists whose children were not wearing helmets were given a 'reminder.' On April 10, police began strict enforcement for child helmet law violators. Based on the National Traffic Police (C67) report, during the "enhanced police enforcement" week, the police stopped 23,464 violated cases; noted 6,663 cases, temporarily seized 311 vehicles; and fined VND 432,615.

Since the implementation of the Action Plan, AIP Foundation has found that child helmet use has significantly increased. In March 2014, when baseline observation took place, average helmet use among primary school students across Hanoi, HCMC, and Danang was 38%. After the launch of the National Child Helmet Action Plan and related police enforcement, child helmet use increased to **68%** across the three cities. Hanoi experienced the greatest increase: from 23% in 2014 to 64% in 2015. In Danang, child helmet use increased from 37% to 72%, and in Ho Chi Minh City, the rate increased from 48% to 67%.

Dr. Khuat Viet Hung, Executive Vice Chairman of NTSC said, "Communication activities to our target audience along with education, monitoring in schools, and police enforcement has raised awareness and bought behavior changes around child helmet regulation compliance. The combination of communications and enforcement was supported by communities and created an advantageous environment for police forces during the 'enhanced week.'"

These initial results are practical actions that the government of Vietnam and partners have taken in response to the Third United Nations Global Road Safety Week, called #SaveKidsLives. Themed "children and road safety," #SaveKidsLives is celebrated the week of 4-10 May, 2015 and highlights the risks children face on the roads. During Global Road Safety Week, organizations around the world are calling for action to be taken to ensure children's safety.

"I cannot think of a more appropriate response to the UN Global Road Safety theme 'children and road safety' than an action plan addressing child helmet use at the national-level," said Mirjam Sidik, CEO of AIP Foundation. "AIP Foundation is grateful to the NTSC and National Traffic Police for their measures taken and looks forward to the next seven months of implementation."



AIP Foundation is collecting signatures supporting the Child Declaration. Please click [www.savekidslives2015.org](http://www.savekidslives2015.org) to read and sign the Child Declaration for Road Safety.

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**About the National Child Helmet Action Plan**

The National Child Helmet Action Plan is coordinated by the NTSC and its department members, including MoET, Ministry of Information and Communications, Ministry of Public Security, and supported by AIP Foundation, the Global Road Safety Partnership (GRSP) with financial assistance from the Bloomberg Philanthropies, World Health Organization (WHO), The United Nations Children's Fund (UNICEF), The UPS Foundation, FIA Foundation, the Swedish Embassy, and the US Embassy.

**About the Asia Injury Prevention Foundation**

AIP Foundation is a US non-profit organization dedicated to preventing road injuries and fatalities in Vietnam. For more than 15 years AIP Foundation has been delivering effective road safety programs, helped launched by former President Bill Clinton and Secretary of State John Kerry during the historic US Presidential visit in 2000. To find out more, visit [www.asiainjury.org](http://www.asiainjury.org) or connect with us on Twitter @AIPFoundation.

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